

FIG. 1

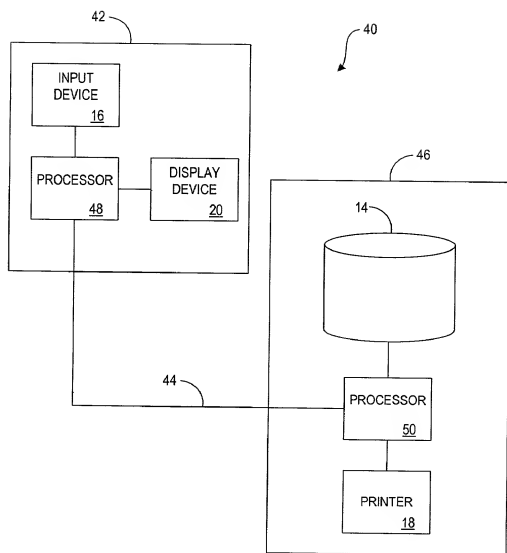


FIG. 2

24

ITEM IDENTIFIER 116	ITEM DESCRIPTION 118	ITEM PRICE 120	ITEM COST 122
1001	HAMBURGER	\$0.89	\$0.55
1002	APPLE PIE	\$0.89	\$0.48
1003	SMALL COLA	\$1.19	\$0.09
1004	MEDIUM COLA	\$1.29	\$0.09
1005	LARGE COLA	\$1.49	\$0.09
1006	SMALL FRENCH FRIES	\$1.09	\$0.28
1007	MEDIUM FRENCH FRIES	\$1.69	\$0.31
1008	LARGE FRENCH FRIES	\$1.89	\$0.33

FIG. 3

26

UPSELL IDENTIFIER 148	UPSELL DESCRIPTION 150
A	HAMBURGER
B	SMALL COLA
C	APPLE PIE
D	UPGRADE FROM SMALL FRENCH FRIES TO LARGE FRENCH FRIES

140  
142  
144  
146

FIG. 4

155

ITEMS INCLUDED IN PURCHASE	UPSELL(S)
1 HAMBURGER, 1 SMALL FRENCH FRIES	B
1 HAMBURGER, 1 SMALL FRENCH FRIES	D
1 SMALL FRENCH FRIES, 1 LARGE COLA	D
1 HAMBURGER, 1 LARGE COLA, 1 SMALL FRENCH FRIES	C,D
1 HAMBURGER, 1 LARGE COLA, 1 MEDIUM FRENCH FRIES	C,C
1 HAMBURGER, 1 LARGE COLA, 1 LARGE FRENCH FRIES	C

FIG. 5

180

ITEMS INCLUDED IN PURCHASE 202	UPSELL(S) 204	ROUNDED PRICE 206
1 HAMBURGER, 1 SMALL FRENCH FRIES	B	\$2.00
1 HAMBURGER, 1 SMALL FRENCH FRIES	D	\$2.00
1 SMALL FRENCH FRIES, 1 LARGE COLA	D	\$3.00
1 HAMBURGER, 1 LARGE COLA, 1 SMALL FRENCH FRIES	C,D	\$4.00
1 HAMBURGER, 1 LARGE COLA, 1 MEDIUM FRENCH FRIES	C,C	\$5.00
1 HAMBURGER, 1 LARGE COLA, 1 LARGE FRENCH FRIES	C	\$5.00

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196  
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FIG. 6

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ITEMS INCLUDED IN PURCHASE 234	UPSELL(S) 236	UPSELL PRICE 238
1 HAMBURGER, 1 SMALL FRENCH FRIES	B	\$0.02
1 HAMBURGER, 1 SMALL FRENCH FRIES	D	\$0.02
1 SMALL FRENCH FRIES, 1 LARGE COLA	D	\$0.42
1 HAMBURGER, 1 LARGE COLA, 1 SMALL FRENCH FRIES	C,D	\$0.53
1 HAMBURGER, 1 LARGE COLA, 1 MEDIUM FRENCH FRIES	C,C	\$0.93
1 HAMBURGER, 1 LARGE COLA, 1 LARGE FRENCH FRIES	C	\$0.73

222  
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228  
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FIG. 7

250

ITEMS INCLUDED IN PURCHASE 254	UPSELL(S) 256	ROUNDING MULTIPLE 258
1 HAMBURGER, 1 SMALL FRENCH FRIES	B	\$1.00
1 HAMBURGER, 1 SMALL FRENCH FRIES	D	\$1.00
1 SMALL FRENCH FRIES, 1 LARGE COLA	D	\$1.00
1 HAMBURGER, 1 LARGE COLA, 1 SMALL FRENCH FRIES	C,D	\$1.00
1 HAMBURGER, 1 LARGE COLA, 1 MEDIUM FRENCH FRIES	C,C	\$1.00
1 HAMBURGER, 1 LARGE COLA, 1 LARGE FRENCH FRIES	C	\$1.00

252

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FIG. 8



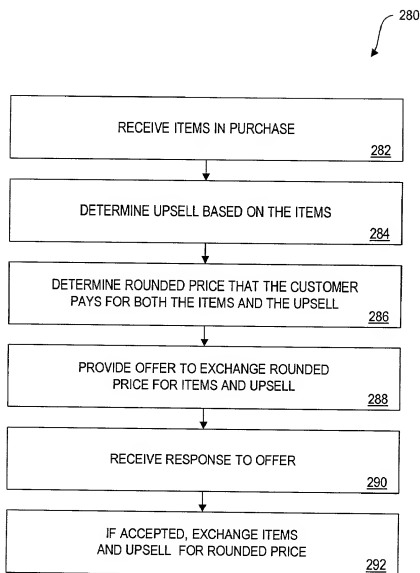


FIG. 9

355

PRICE 372	UPSELL(S) 374
\$2.00	B
\$2.01 - \$2.15	D
\$2.15 - \$2.35	D
\$2.35 - \$2.45	C,D
\$2.45 - \$2.60	C,C
\$2.60 - \$2.90	C

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FIG. 10

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PRICE 402	UPSELL(S) 404	ROUNDED PRICE 406
\$2.00	B	\$3.00
\$2.01 - \$2.15	D	\$3.00
\$2.15 - \$2.35	D	\$3.00
\$2.35 - \$2.45	C,D	\$4.00
\$2.45 - \$2.60	C,C	\$5.00
\$2.60 - \$2.90	C	\$5.00

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400

FIG. 11

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PRICE 464	UPSELL(S) 466	ROUNDING MULTIPLE 468
\$2.00	B	\$1.00
\$2.01 - \$2.15	D	\$1.00
\$2.15 - \$2.35	D	\$1.00
\$2.35 - \$2.45	C,D	\$1.00
\$2.45 - \$2.60	C,C	\$1.00
\$2.60 - \$2.90	C	\$1.00

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460

462

FIG. 12

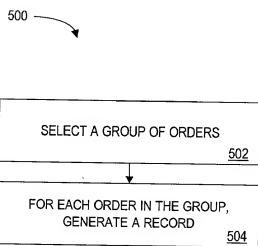


FIG. 13A

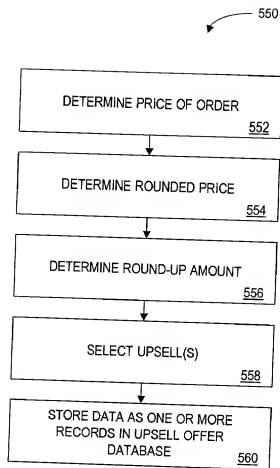


FIG. 13B